

CITY OF FRESNO

310150

AIRPORTS MARKETING AND PUBLIC RELATIONS COORDINATOR

DEFINITION

Under general direction, plans, organizes, and directs the Airports' Marketing and Air Service Development activities, and manages and coordinates Airports' public affairs.

SUPERVISION RECEIVED/EXERCISED

Receives supervision from the Director of Aviation. Exercises supervision over subordinate staff. Selects, trains, prepares performance evaluations, and recommends disciplinary actions for subordinate staff.

DISTINGUISHING CHARACTERISTICS

The Marketing and Public Relations Coordinator is a single position class. Reporting to the Director of Aviation, the incumbent plans, organizes, and directs the Marketing and Air Service Development activities of the Airports Department. Duties include developing and implementing marketing strategies and activities to attract new/increased passenger and cargo service to Fresno Yosemite International Airports and general aviation services at Chandler Executive Airport and public relation activities acting as liaison with media representatives, and as appropriate, spokesperson for the Airports Department. This is an unclassified position in which incumbents serve at the will of the Director of Aviation.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES

(May include, but are not limited to, the following:)

Plans, organizes, and directs the Marketing and Air Service Development activities for Airports.

Prepares and maintains statistical data and reporting of on-going monthly activity reports of airport operations and passenger statistics.

Prepares and presents staff reports to City Council.

Develops marketing initiatives and specific marketing plan.

Develops, prepares, and administers the Section budget.

Collects data, researches, and analyzes specific information on new trend of airline "incentives" offered by airports to prospective air carrier service providers.

Organizes, develops, and coordinates overall airport marketing strategy targeted at increasing air service and ridership.

Prepares and distributes press releases, newsletters, surveys, and community presentations; functions as Airports spokesperson and primary media contact.

Performs duties related to public relations and governmental affairs associated with the aviation industry.

Disseminates media releases concerning airport activities and achievements.

Prepares briefing materials for presentation by the Director of Aviation to key local, state, and federal officials and political figures.

Develops a working knowledge of federal and state regulations and new legislation.

Interacts with staff members of our state and congressional delegation to further Airport political agenda, which assists in meeting Airport goals and needs.

Coordinates educational tours, special events, terminal exhibits and receptions.

Performs promotional activities to expand existing programs and uses of the Airports' properties.

Performs advertising and special event activities designed to promote the Airports' image, air service and community involvement.

Coordinates the production of advertising brochures, pamphlets, etc., with the Airports Properties Division.

Establishes and maintains positive interaction as Airports liaison with business, travel agents, local, state and regional governmental representatives and aviation agencies.

Maintains responsibility for the historical library of information, photography and resources specific to the Airports' progress and development.

Selects trains, prepares performance evaluations, and recommends disciplinary actions for subordinate staff.

Performs related duties as required.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

The aviation industry issues and airport/airline operations.

Air transportation federal and state regulations, legislation, and budgetary qualifications.

Sales and marketing techniques specific to aviation business and tourism.

Advertising methods, including graphic design layouts, electronic broadcast, and print media and web page.

And ability to implement public relations practices and procedures.

Skills to:

Operate modern office equipment including computer equipment.

Ability to:

Conduct market research and analytical studies.

Plan, organize, and direct the work of subordinate staff.

Establish and maintain effective working relationships with concessionaires, facility users, outside agencies, employees, the media, and the public.

Communicate effectively both orally and in writing.

Establish and maintain an effective network with both the public and private aviation sectors.

Prepare clear, concise, and comprehensive reports, correspondence and other materials.

MINIMUM QUALIFICATIONS

Experience:

Two years of experience in management of a marketing or public relations program at a small hub or larger commercial airport.

Education:

Graduation from an accredited college or university with a Bachelor's Degree in marketing, business administration, public administration, public relations, advertising or closely related field.

Special Requirements:

Possession at time of appointment and continued maintenance of a valid California Driver License.

APPROVED: _____
Director

DATE: _____

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